



Resume Project Challenge

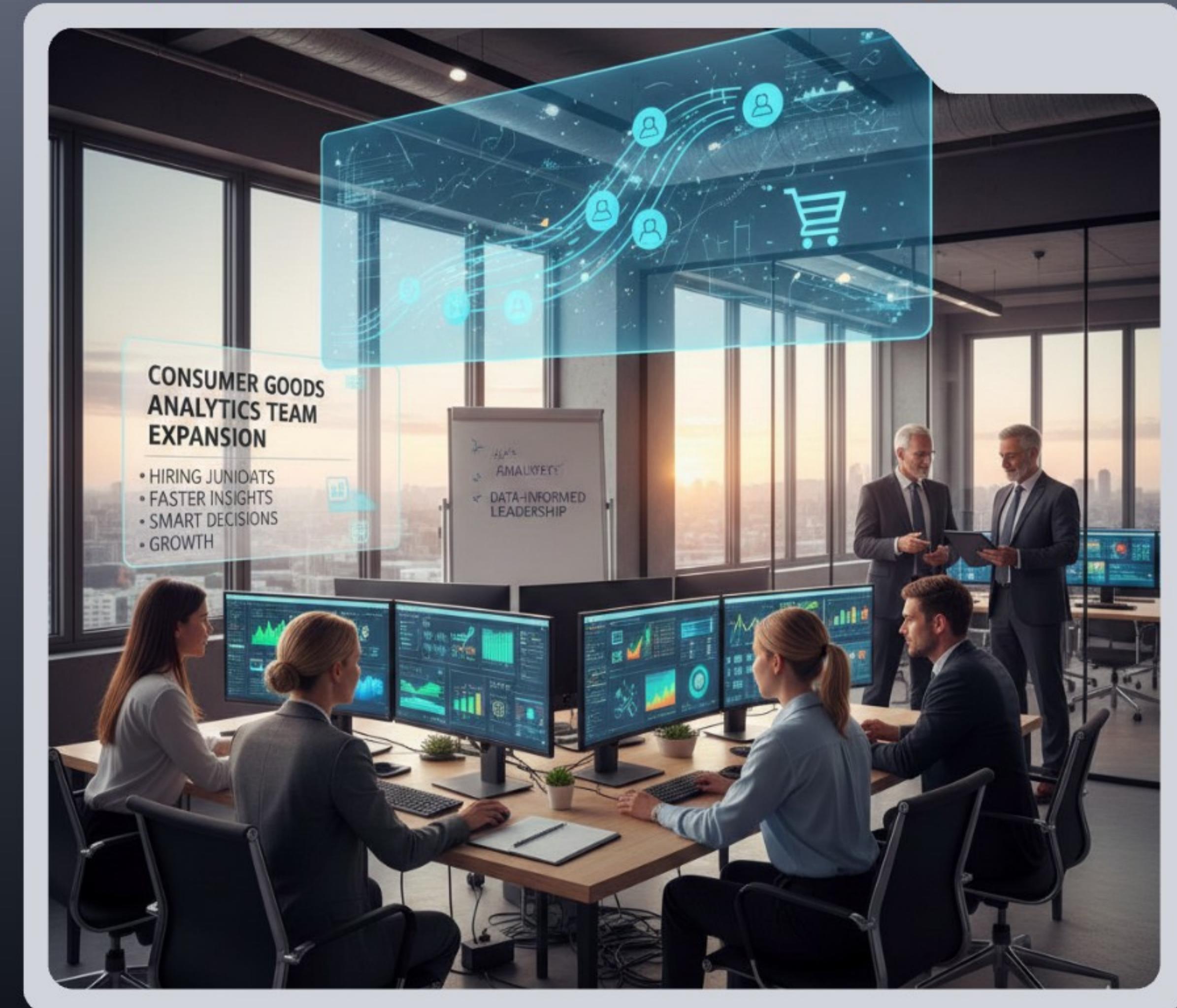


SQL Project

Ad_Hoc Analysis



Consumer Goods Domain



PRESENTED BY : SOUMYADEEP DHAR



WHO AM I?

SOUMYADEEP DHAR

**Passionate Data Analyst, transforming raw
data into actionable insights.**

Core Skills

- Advanced Excel
- SQL
- Power BI
- Python
- ETL

Currently doing Virtual Internship at
AtliQ Technologies



WHY?

Objectives



WHAT?

Company's Details & Market

HOW?

Data Request & Tools

The AtliQ Hardwares SQL Recruitment Challenge

The Business Need

Insight Deficiency



Management Decisions

Management lacks sufficient data-informed insights to make quick, smart business decisions.

Team Expansion



AtliQ is actively scaling their analytics department by hiring multiple junior data analysts.

Objectives

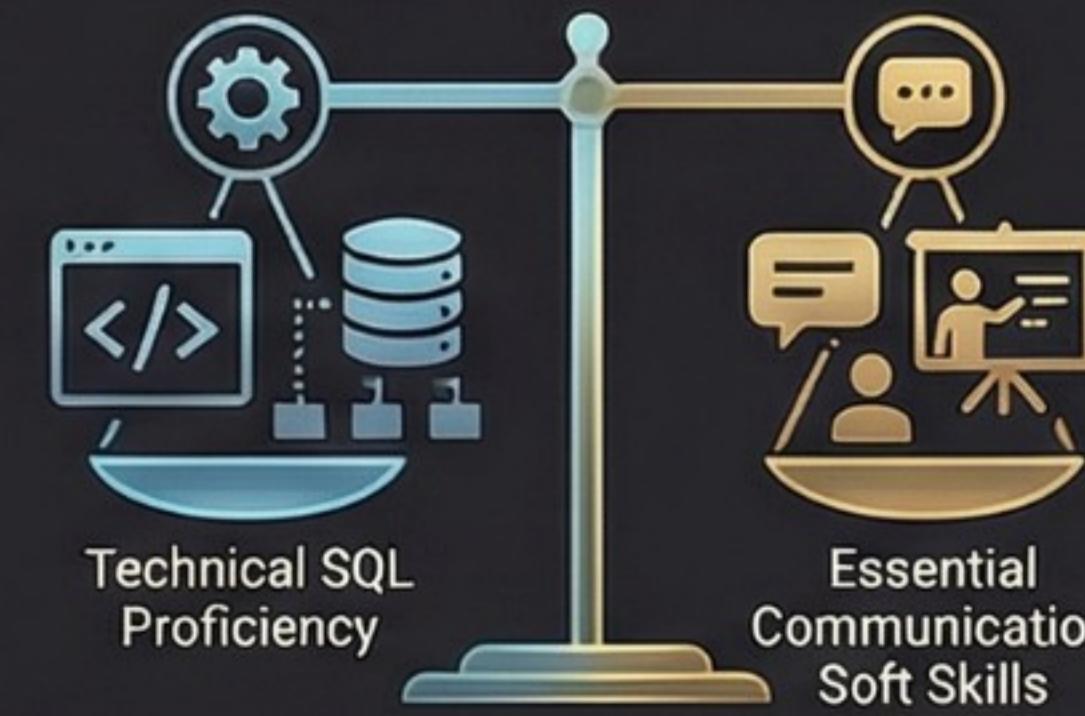
The Recruitment Solution

The SQL Challenge



A specialized technical assessment designed to identify top-tier analytical talent.

Dual Skill Evaluation



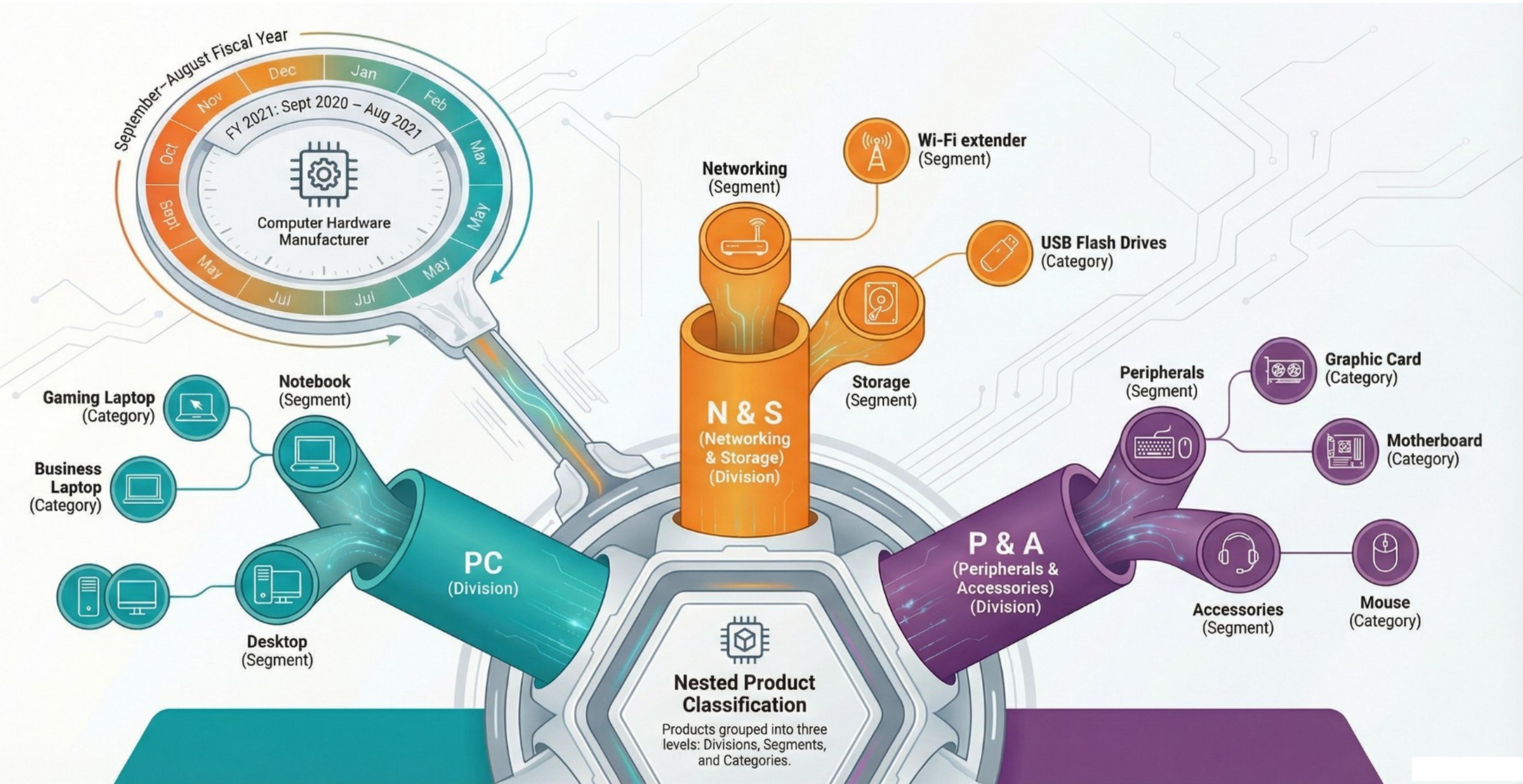
Technical SQL Proficiency

Essential Communication Soft Skills

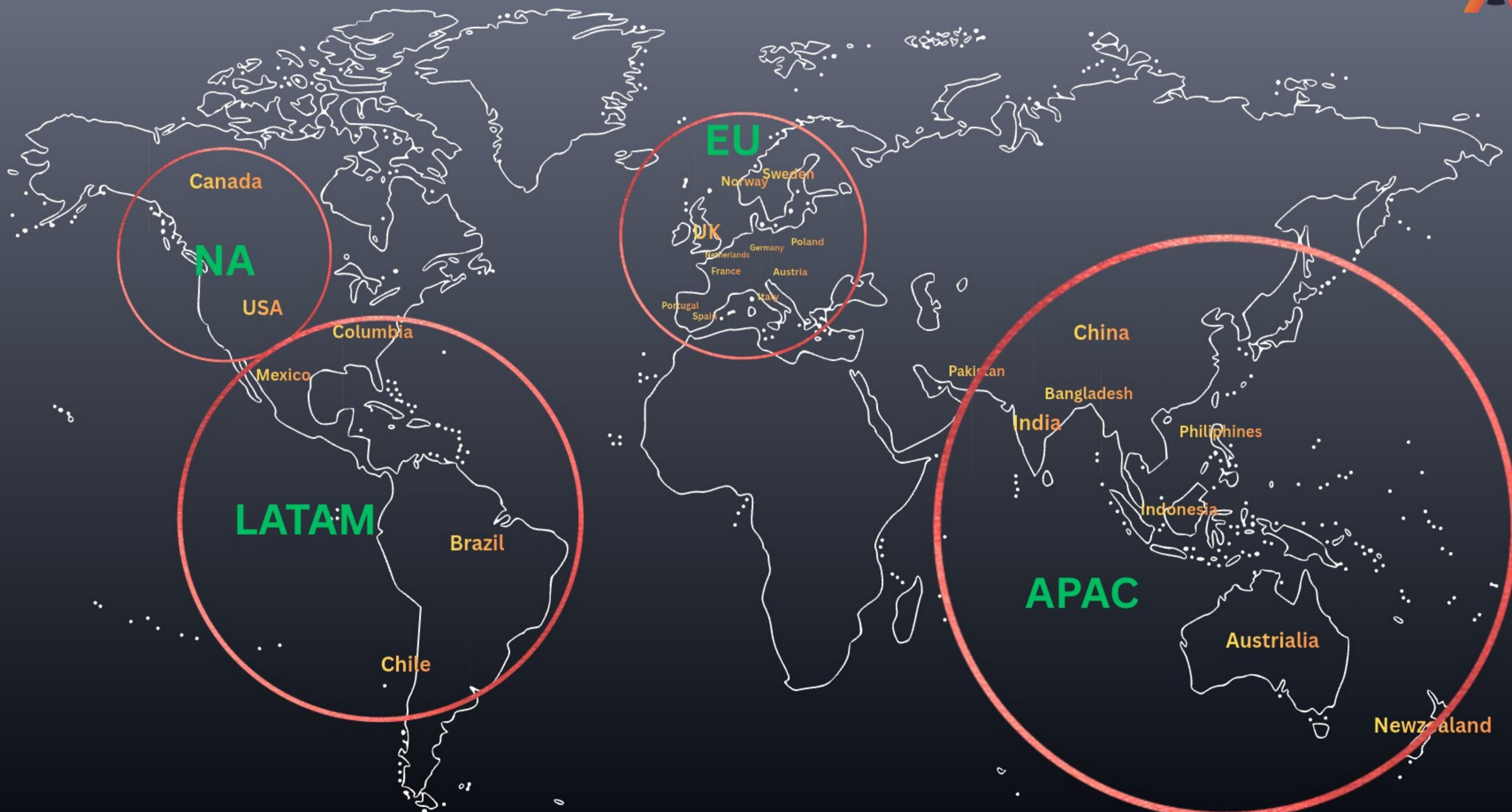


The challenge measures both technical SQL proficiency and essential communication soft skills.

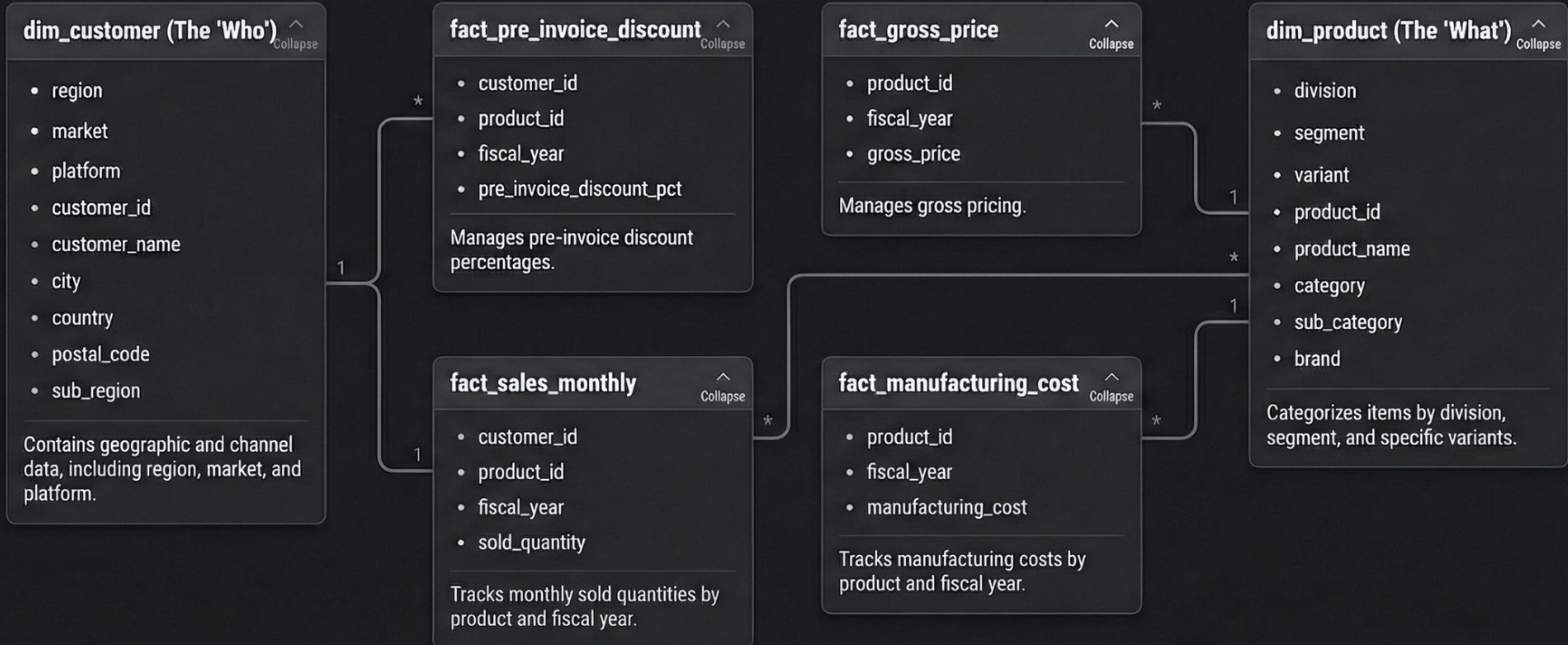
AtliQ Hardware : Business & Product Framework



Company's Market



Data Model



Answering Business Questions



Codebasics SQL Challenge

Requests:

1. Provide the list of markets in which customer "Atliq Exclusive" operates its business in the APAC region.

2. What is the percentage of unique product increase in 2021 vs. 2020? The final output contains these fields,

unique_products_2020
unique_products_2021
percentage_chg

3. Provide a report with all the unique product counts for each segment and sort them in descending order of product counts. The final output contains 2 fields,

segment
product_count

4. Follow-up: Which segment had the most increase in unique products in 2021 vs 2020? The final output contains these fields,

segment
product_count_2020
product_count_2021
difference

5. Get the products that have the highest and lowest manufacturing costs. The final output should contain these fields,

product_code
product
manufacturing_cost

codebasics.io



6. Generate a report which contains the top 5 customers who received an average high pre_invoice_discount_pct for the fiscal year 2021 and in the Indian market. The final output contains these fields,

customer_code
customer
average_discount_percentage

7. Get the complete report of the Gross sales amount for the customer "Atliq Exclusive" for each month. This analysis helps to get an idea of low and high-performing months and take strategic decisions.

The final report contains these columns:

Month
Year
Gross sales Amount

8. In which quarter of 2020, got the maximum total_sold_quantity? The final output contains these fields sorted by the total_sold_quantity,

Quarter
total_sold_quantity

9. Which channel helped to bring more gross sales in the fiscal year 2021 and the percentage of contribution? The final output contains these fields,

channel
gross_sales_mln
percentage

10. Get the Top 3 products in each division that have a high total_sold_quantity in the fiscal_year 2021? The final output contains these fields,

division
product_code

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product
total_sold_quantity
rank_order

Note:

1. The submissions are evaluated based on the query readability, logic, and also presentation of the results.
2. We recommend you create a presentation video assuming presenting to the business stakeholders and create a LinkedIn post that contains the link to GitHub files (SQL codes, Presentation document), video presentation, and also your experience while working on this challenge.
3. Submit your post link on the resume project challenge page of codebasics. (<https://codebasics.io/event/codebasics-resume-project-challenge>)

codebasics.io

Q1. APAC MARKET PENETRATION

Identify all markets in the APAC region where 'Atliq Exclusive' operates.



```
SELECT DISTINCT market
FROM dim_customer
WHERE customer = 'Atliq Exclusive'
    AND region = 'APAC';
```

RUN QUERY



Limit to 1000 rows



```
1 • SELECT DISTINCT market  
2 FROM dim_customer  
3 WHERE customer = 'Atliq Exclusive'  
4 AND region = 'APAC'
```

Result Grid

	market
1	India
2	Indonesia
3	Japan
4	Philippines
5	South Korea
6	Australia
7	Newzealand
8	Bangladesh

Key Insights



Geographic Coverage

Atliq Exclusive has a strong presence across the Asia-Pacific region, covering both:

- Major developed markets:
Japan, South Korea, Australia
- Emerging markets:
India, Indonesia, Bangladesh, Philippines



Strategic Positioning

Island nations & continental markets
Comprehensive APAC strategy



Market Diversity

The 8-market footprint spans different economic tiers and consumer profiles.

- Diverse product & service offerings



Data Quality Note

"Newzealand" should be "New Zealand" (two words).
Correct for consistency in the database.

Q2. PRODUCT INNOVATION SURGE (2020 vs 2021)

Business Question: Percentage increase in unique products sold in 2021 vs 2020.



```
SELECT
    COUNT(DISTINCT CASE WHEN fiscal_year = 2020 THEN product_code END) AS unique_products_2020,
    COUNT(DISTINCT CASE WHEN fiscal_year = 2021 THEN product_code END) AS unique_products_2021,
    ROUND(...calculation..., 2) AS percentage_chg
FROM fact_sales_monthly;
```

1 • SELECT

```

2   COUNT(DISTINCT CASE WHEN fiscal_year = 2020 THEN
3     product_code END) AS unique_products_2020,
4   COUNT(DISTINCT CASE WHEN fiscal_year = 2021 THEN
5     product_code END) AS unique_products_2021,
6   ROUND(
7     (
8       COUNT(DISTINCT CASE WHEN fiscal_year = 2021 THEN
9         product_code END)
10      - COUNT(DISTINCT CASE WHEN fiscal_year = 2020 THEN
11        product_code END)
12    ) * 100.0
13  / COUNT(DISTINCT CASE WHEN fiscal_year = 2020 THEN
14    product_code END)
15  , 2) AS percentage_chg
16  FROM fact_sales_monthly

```

Result Grid | Filter Rows: [] | Export: [] | Wrap Cell Content: []

	unique_products_2020	unique_products_2021	percentage_chg
▶	245	334	36.33

Key Insights

 **Significant Product Portfolio Expansion:**

Atliq added **89 new unique products** in 2021 (334 - 245)

- This represents a **36.33% year-over-year growth** in product offerings
- This is a substantial expansion, indicating aggressive growth strategy

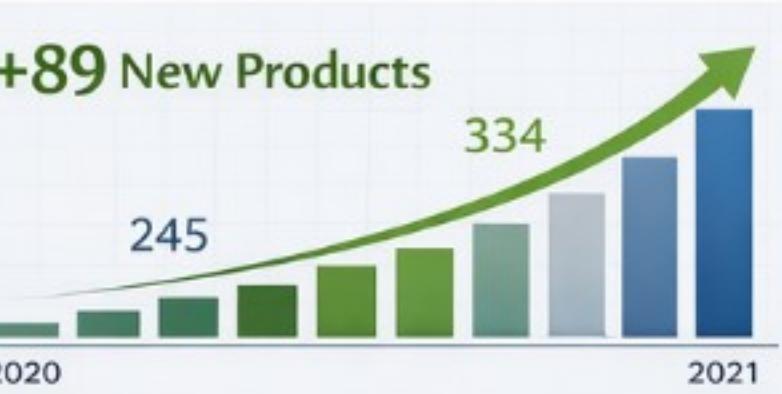
 **Business Implications**

 **Growth Strategy:**

- Diversifying their product portfolio
- Entering new market segments
- Responding to customer demand or competitive pressures

 **Operational Impact:**

- Increased inventory management complexity
- Supply chain expansion
- Potentially new vendor relationships
- Enhanced marketing and sales efforts



Market Positioning:

- Confidence in market demand
- Available capital for growth
- Strategy to capture market share
- Response to competitor actions

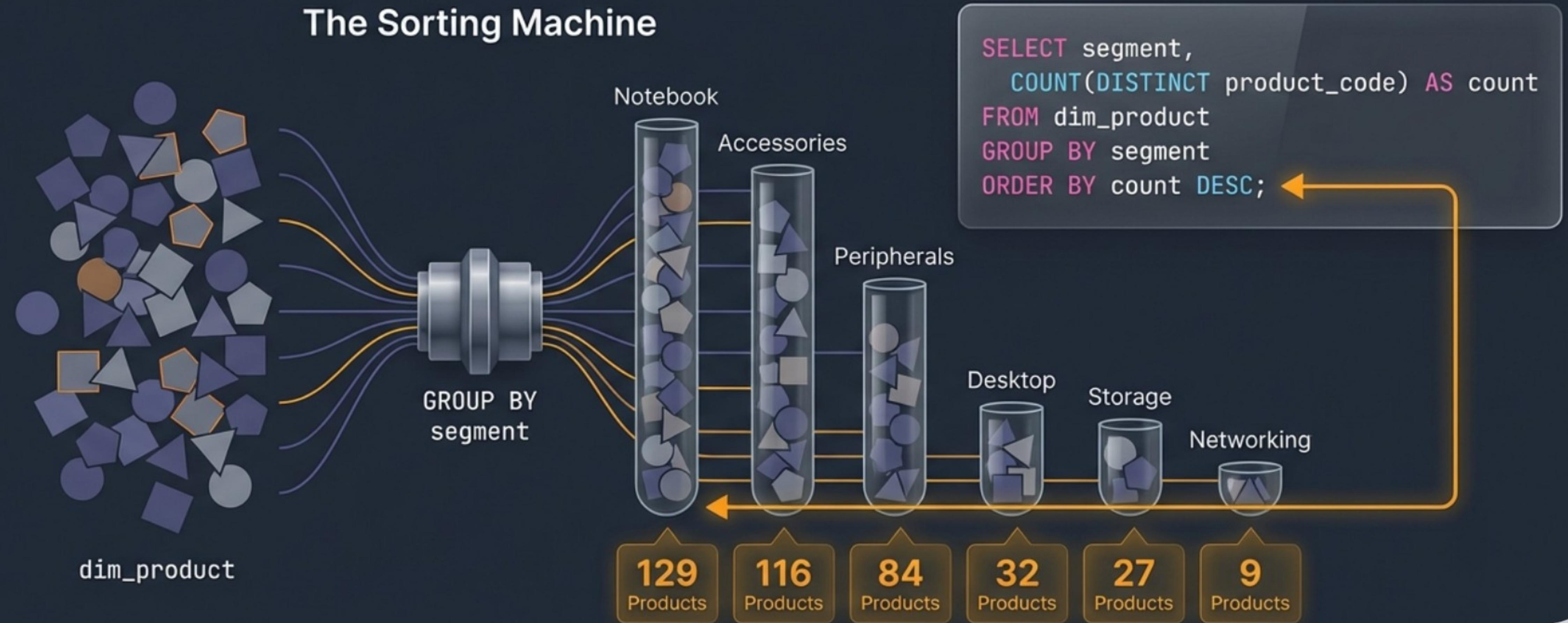
 **Considerations:**

It would be valuable to analyze whether this product expansion translated to proportional revenue growth

- Understanding which product categories drove this expansion
- Assessing the profitability of new vs. existing products
- Monitoring if this growth rate is sustainable

Q3. SEGMENT DENSITY

Business Question: Unique product count per segment, sorted descending.





Limit to 1000 rows

```

1 • SELECT
2   segment,
3   COUNT(DISTINCT product_code) AS product_count
4   FROM dim_product
5   GROUP BY segment
6   ORDER BY product_count DESC

```

Result Grid | Filter Rows: Export: Wrap Cell Content:

segment	product_count
Notebook	129
Accessories	116
Peripherals	84
Desktop	32
Storage	27
Networking	9

Business Strategy Implications

Customer-Centric Approach



Large Accessories Segment Suggests Strategy to **Maximize Revenue per Customer** by Offering Complementary Products



Specialization vs. Diversification



Atliq Specialized in Notebooks Rather Than Generalized Electronics Retailer

- **Expand Networking Products**
- **Increase Storage Offerings** External drives, SSDs - High-margin category

Potential Opportunities



- **Expand Networking Products** – growing market with IoT, routers, switches
- **Increase Storage Offerings** – external drives, SSDs - high-margin category
- **Expand Desktop Segment for Enterprise** – target enterprise market

Inventory Management

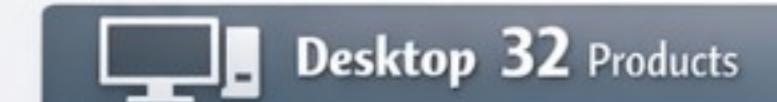
Managing 129 Notebook SKUs Requires Sophisticated Inventory Systems and Strong Supplier Relationships

Product Distribution by Segment

Top Segments



Lower Segments

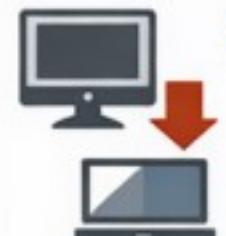


Key Insights



Portfolio Concentration

65% in Notebook + Accessories
Heavy Investment in Mobile Ecosystem



Strategic Gap

Drop from **84** to **32**
Desktop Deprioritization

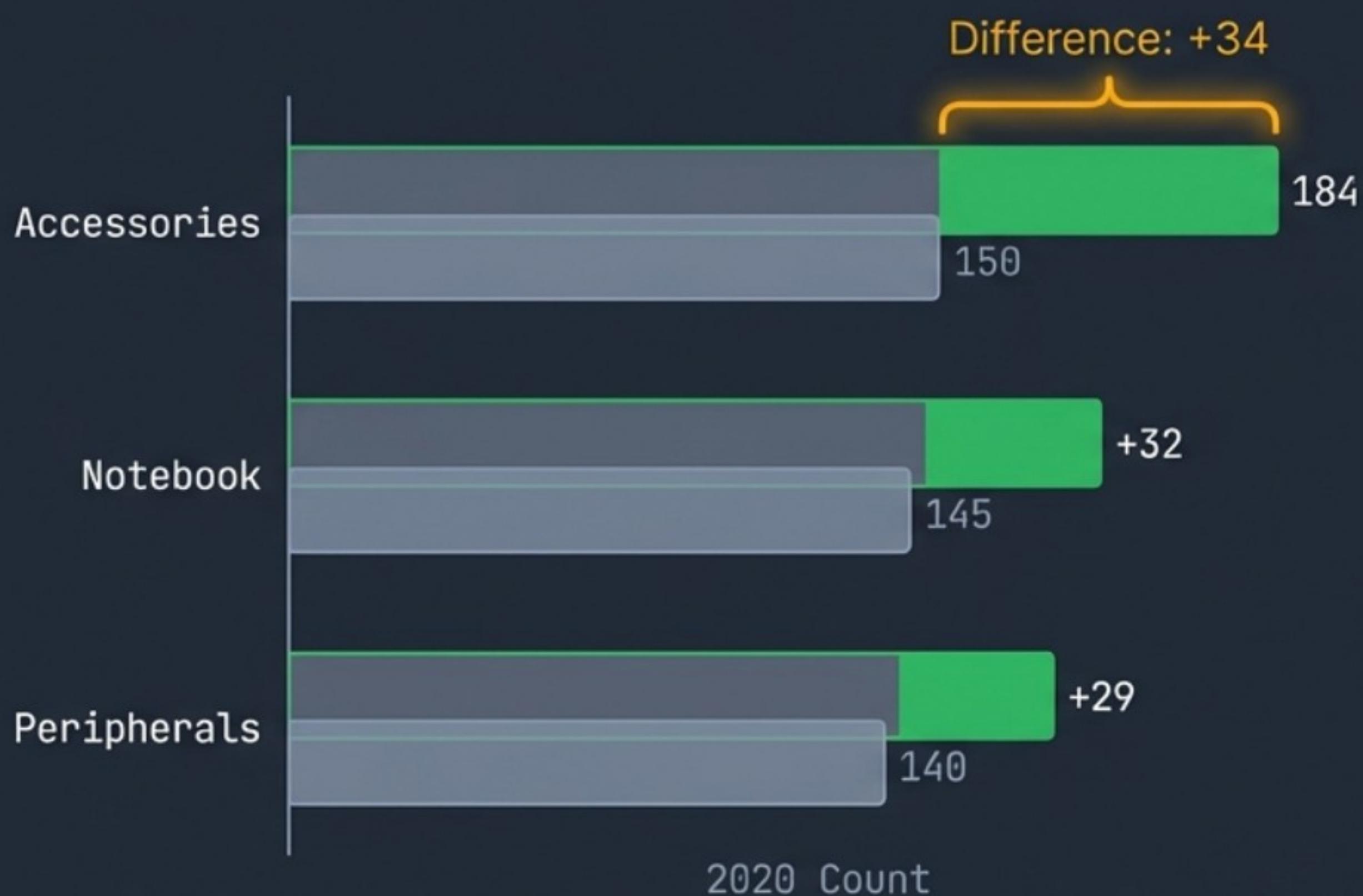


Opportunity Area

Only **9** Networking Products
Potential for Expansion

Q4 . THE GROWTH LEADERS

Business Question: Segment with the highest increase in unique products (2020 vs 2021).



```
...  
COUNT(CASE WHEN fiscal_year = 2021 THEN  
    p.product_code END) -  
COUNT(CASE WHEN fiscal_year = 2020 THEN  
    p.product_code END) AS difference  
FROM fact_sales_monthly s  
JOIN dim_product p ON s.product_code =  
    p.product_code  
ORDER BY difference DESC;
```



```

1 • SELECT
2   p.segment,
3   COUNT(DISTINCT CASE WHEN s.fiscal_year = 2020 THEN
4     s.product_code END) AS product_count_2020,
5   COUNT(DISTINCT CASE WHEN s.fiscal_year = 2021 THEN
6     s.product_code END) AS product_count_2021,
7   COUNT(DISTINCT CASE WHEN s.fiscal_year = 2021 THEN
8     s.product_code END) -
9   COUNT(DISTINCT CASE WHEN s.fiscal_year = 2020 THEN
10    s.product_code END) AS difference
11  FROM fact_sales_monthly s
12  JOIN dim_product p
13  ON s.product_code = p.product_code
14  GROUP BY p.segment
15  ORDER BY difference DESC

```

Result Grid | Filter Rows: Export: Wrap Cell Content

segment	product_count_2020	product_count_2021	difference
Accessories	69	103	34
Notebook	92	108	16
Peripherals	59	75	16
Desktop	7	22	15
Storage	12	17	5
Networking	6	9	3

Growth Patterns & Strategic Implications

Aggressive Expansion

- **Accessories (+34):** Clear focus on maximizing ecosystem revenue
- **Desktop (+15, +114%):** Major strategic shift – possibly responding to work-from-home trends
- **Peripherals (+16, +27%):** Steady expansion in supporting devices

Moderate Growth

- **Notebook (+16, +17%):** Slower growth despite being the largest segment – market maturity?
- **Storage (+5, +42%):** Healthy growth from small base

Strategic Implications

- **Accessories Strategy:** The 34-product increase suggests Atliq is building a comprehensive ecosystem around core products (cases, chargers, adapters, cables, etc.)
- **Desktop Renaissance:** The **114%** growth likely reflects:
 - COVID-19 work-from-home boom
 - Enterprise demand for home office setups
 - Market opportunity that was previously underserved
- **Portfolio Balance:** Total growth of **89 products** (245~334) is well-distributed, avoiding over-reliance on any single segment
- **Recommendations:**
 - Monitor Desktop segment performance closely – high growth may indicate market saturation risk
 - Investigate if Accessories expansion is creating inventory complexity vs. revenue benefit
 - Consider if Networking deserves more investment given its 50% growth rate from small base

Q5. MANUFACTURING EXTREMES

Business Question: Products with the highest and lowest manufacturing costs.

(`SELECT MIN(cost)...`)

(`SELECT MAX(cost)...`)

AQ Master
wired x1 Ms

Cost: \$0.89

AQ HOME
Allin1 Gen 2

```
SELECT p.product, m.manufacturing_cost
FROM fact_manufacturing_cost m
JOIN dim_product p ON m.product_code = p.product_code
WHERE m.manufacturing_cost = (SELECT MAX(manufacturing_cost)...)
OR m.manufacturing_cost = (SELECT MIN(manufacturing_cost));
```

```
1 •  SELECT
2      p.product_code,
3      p.product,
4      m.manufacturing_cost
5  FROM fact_manufacturing_cost m
6  JOIN dim_product p
7  ON m.product_code = p.product_code
8  WHERE m.manufacturing_cost = (SELECT MAX(manufacturing_cost)
9    FROM fact_manufacturing_cost)
10 OR m.manufacturing_cost = (SELECT MIN(manufacturing_cost)
11   FROM fact_manufacturing_cost)
```

Result Grid | Filter Rows: | Export:  | Wrap Cell Content: 

product_code	product	manufacturing_cost
A2118150101	AQ Master wired x1Ms	0.8920
A6120110206	AQ HOME Allin1 Gen 2	240.5364

Key Insights

Highest Manufacturing Cost: ₹240.54

- ▶ Two products share this maximum cost
- ▶ Both appear to be premium products (Master series and HOME Allin1)
- ▶ This suggests these are feature-rich or complex products



Cost Distribution



The fact that multiple products have the same maximum cost indicates **standardized manufacturing** processes or shared components



- ▶ Wide cost variance across the product portfolio

Product Strategy Implications

- ▶ High-cost products likely target premium segments
- ▶ Understanding the minimum cost products (not visible in screenshot) would show the full cost range
- ▶ This data is crucial for pricing strategy and margin analysis



Recommendations

Q6. TOP DISCOUNT SEEKERS (INDIA)

Business Question: Top 5 customers in India with the highest average pre-invoice discount % in 2021.

fiscal_year = 2021
AND
market = 'India'



1	Flipkart	<div style="width: 100%;">30.83%</div>
2	Viveks	<div style="width: 98%;">30.38%</div>
3	Ezone	<div style="width: 97%;">30.28%</div>
4	Croma	<div style="width: 96%;">30.25%</div>
5	Reliance Digital	<div style="width: 96%;">30.25%</div>

```
SELECT c.customer,  
       AVG(d.pre_invoice_discount_pct)  
             as avg_discount  
...  
WHERE d.fiscal_year = 2021  
      AND c.market = 'India'  
ORDER BY avg_discount DESC  
LIMIT 5;
```



```
1 • SELECT
2     c.customer_code,
3     c.customer,
4     ROUND(AVG(d.pre_invoice_discount_pct), 2) AS
5     average_discount_percentage
6     FROM fact_pre_invoice_deductions d
7     JOIN dim_customer c
8     ON d.customer_code = c.customer_code
9     WHERE d.fiscal_year = 2021
10    AND c.market = 'India'
11    GROUP BY c.customer_code, c.customer
12    ORDER BY average_discount_percentage DESC
13    LIMIT 5
```

Result Grid | Filter Rows: | Export:

	customer_code	customer	average_discount_percentage
▶	90002009	Flipkart	0.31
	90002006	Viveks	0.30
	90002002	Croma	0.30
	90002003	Ezone	0.30
	90002016	Amazon	0.29

Key Insights

1. Narrow Discount Band (29-31%)

- ▶ Standardized Tier-Based Pricing
- ▶ All Major Retailers Aligned
- ▶ Competitive Market Conditions



2. Channel Mix

- ▶ E-Commerce & Retail Same Discounts
- ▶ No Channel Preference



3. High Dependency Risk

- ▶ 30% Average Discount
- ▶ Few Large Customers
- ▶ Margin Pressure



Recommendations

Immediate:

- ▶ Analyze Profitability
- ▶ Set Discount Caps (<28%)
- ▶ Calculate Revenue Concentration



Strategic:

- ▶ Develop Mid-Tier Customers
- ▶ Performance-Based Incentives
- ▶ Bundle Volume & Terms
- ▶ Benchmark Competitors



Q7. MONTHLY SALES RHYTHM

Monthly Gross Sales trend for 'Atliq Exclusive'.





```

1 • SELECT
2   MONTHNAME(s.date) AS Month,
3   YEAR(s.date) AS Year,
4   ROUND(SUM(s.sold_quantity * g.gross_price), 2) AS
5   gross_sales_amount
6   FROM fact_sales_monthly s
7   JOIN dim_customer c ON s.customer_code = c.customer_code
8   JOIN fact_gross_price g ON s.product_code = g.product_code
9   WHERE c.customer = 'Atliq Exclusive'
10  GROUP BY Year, Month
11  ORDER BY Year, MONTH(s.date)

```

Result Grid | Filter Rows: Export: Wrap Cell Content:

	Month	Year	gross_sales_amount
▶	September	2019	9092670.34
	October	2019	10378637.60
	November	2019	15231894.97
	December	2019	9755795.06
	January	2020	9584951.94
	February	2020	8083995.55
	March	2020	766976.45
	April	2020	800071.95
	May	2020	1586964.48
	June	2020	3429736.57
	July	2020	5151815.40
	August	2020	5638281.83
	September	2020	19530271.30
	October	2020	21016218.21
	November	2020	32247289.79
	December	2020	20409063.18

Key Insights

1. Strong Growth Trend

- ▶ 2020 Significantly Outperforms 2019
- ▶ Q4 2020 Shows Exceptional Performance



2. Seasonal Patterns

- ▶ Peak Season: June, Oct-Dec (holiday/year-end buying)



3. COVID-19 Impact (March-April 2020)

- ▶ Sharp Drop to ₹7-8M Suggests Lockdown Impact
- ▶ Quick Recovery by June Indicates Resilience



Recommendations

Inventory Management:

- ▶ Stock Up Heavily for Q4 (Oct-Dec) and June:
- ▶ Reduce Inventory in Q1 (Jan-March) to Avoid Carrying Costs



Promotional Strategy:

- ▶ March-April: Aggressive Promotions to Boost Low-Performing Months
- ▶ June/Nov-Dec: Premium Product Launches During Peak Demand



Cash Flow Planning:

- ▶ Expect 3-4x Revenue Variance Between Low and High Months
- ▶ Maintain Working Capital Buffer for Slow Months



Forecasting:

- ▶ Use June and Q4 as Baseline for High-Season Planning
- ▶ Budget Conservatively for March-April





Global Electronic Services
<https://gesrepair.com> › Technical Blog

How Did COVID-19 Affect the PC Industry?

That's when everything began to change. While a **shortage** of PCs ensued due to the factory closings in China, demand for at-home **computers** began to skyrocket.



Global American
<https://globalamericaninc.com> › how-the-pandemic-has...

Pandemic Impact on the Computer Hardware ...

15 Feb 2022 — The pandemic might finally be winding down, **global supply chains are yet to fully recover**. The situation is especially bad in the semiconductor industry.



Forbes
<https://www.forbes.com> › ... › Leadership Strategies

The Semiconductor Crisis: Addressing Chip Shortages And ...

19 Jul 2024 — Pandemic stay-at-home orders that resulted in remote work and schooling caused a huge demand for **computers**, iPads, and other electronic devices, ...



ScienceDirect.com
<https://www.sciencedirect.com> › science › article › pii

The Global Semiconductor Chip Shortage

by W Mohammad · 2022 · Cited by 153 — Since 2020, there has been a major supply **shortage** of semiconductors across the globe with no end in sight. As almost all modern devices and electronics ...

Q8. SEASONAL SPIKES (2020)

Which quarter of 2020 had the maximum sold quantity?





```

1 • SELECT
2   CONCAT('Q', QUARTER(date)) AS Quarter,
3   SUM(sold_quantity) AS total_sold_quantity
4   FROM fact_sales_monthly
5   WHERE fiscal_year = 2020
6   GROUP BY Quarter
7   ORDER BY total_sold_quantity DESC

```

Result Grid | Filter Rows: [] | Export: []

Quarter	total_sold_quantity
Q4	8425822
Q3	5246770
Q1	3704398
Q2	3395899

Key Insights

1. Q4 Dominance

- Q4 sold 8.4M units - 2.5x More Than Q2
- Represents 40% of annual volume
- Clear Year-End/Holiday Sales Spike

Quarter	Units Sold
Q4	8.4M
Q3	13.7M
Q2	7.1M
Q1	11.6M

2. H2 vs H1 Performance

- H2 (Q3+Q4): 13.7M Units
- H1 (Q1+Q2): 7.1M Units
- H2 Outperforms H1 by 93%

3. Weakest Period: Q2

- Only 3.4M Units - Lowest Quarter
- 60% Lower Than Q4
- Likely COVID-19 Lockdown Impact (April-June 2020)

Recommendations

Operations:

- Scale Production/Procurement for Q3-Q4 (Need 2x Q1-Q2 Capacity)
- Staff Up Warehousing and Logistics Before October

Sales Strategy:

- Q2: Launch Promotions to Offset Seasonal Weakness
- Q4: Focus on Premium Products with Higher Margins
- Q3: Prepare for Q4 with Pre-Season Campaigns

Inventory:

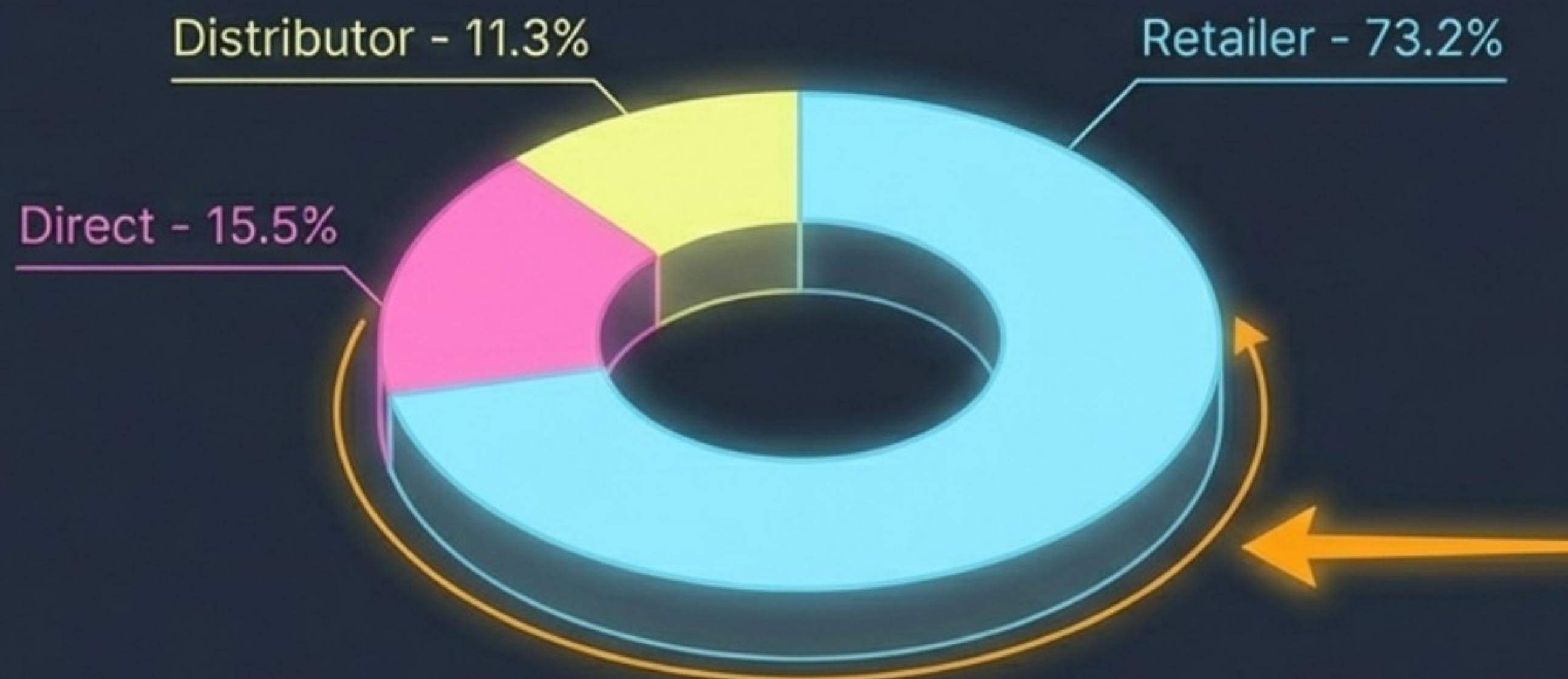
- Build Safety Stock By End of Q2 for Q4 Demand Surge
- Clear Slow-Moving Inventory in Q2 (Lowest Demand Period)

Cash Flow:

- Secure Financing By Q3 for Q4 Inventory Buildup
- Expect 2.5x working Capital needs in Q4 vs Q2
- Secure Financing By Q3 for Q4 Inventory Buildup

Q9. CHANNEL CONTRIBUTION

Gross sales contribution % by channel in 2021.



```
SELECT channel,  
       gross_sales_mln * 100 / SUM(gross_sales_mln) OVER() AS percentage  
...  
GROUP BY channel;
```

```

1 • SELECT
2   c.channel,
3   ROUND(SUM(s.sold_quantity * g.gross_price) / 1000000, 2) AS
4   gross_sales_mln,
5   ROUND(
6     SUM(s.sold_quantity * g.gross_price) * 100.0 /
7     SUM(SUM(s.sold_quantity * g.gross_price)) OVER (), 2
8   ) AS percentage
9   FROM fact_sales_monthly s
10  JOIN dim_customer c ON s.customer_code = c.customer_code
11  JOIN fact_gross_price g ON s.product_code = g.product_code
12  WHERE s.fiscal_year = 2021
13  GROUP BY c.channel

```

Result Grid | Filter Rows: [] | Export: [] | Wrap Cell Content: []

	channel	gross_sales_mln	percentage
▶	Direct	406.69	15.47
	Distributor	297.18	11.31
	Retailer	1924.17	73.22

Insights

1. Retailer Dominance

- ▶ 73% of sales, **6x larger** than other channels – traditional retail is core strength but creates dependency risk



2. Channel Imbalance

- ▶ Direct (15%) and **Distributor** (11%) underutilized. Direct channel has growth potential with better margins



3. Distributor Weakness

- ▶ Lowest performer – review if this channel is cost-effective or **draining margins**

Recommendations

Immediate:

- ▶ Protect retailer relationships (73% of revenue at stake)
- ▶ Analyze margin by channel - Direct likely more profitable despite lower volume



Immediate:

- ▶ Protect retailer relationships (73% of revenue at stake)
- ▶ Analyze margin by channel - Direct likely more profitable despite lower volume



Strategic (2-3 years):

- ▶ Shift mix from 73-15-11 to 60-30-10
- ▶ Invest in Direct channel (e-commerce, D2C) - target 30% share
- ▶ Consolidate or optimize Distributor network
- ▶ Reduce retailer dependency while maintaining strong partnerships



Strategic Shift:

- ▶ Move from 73-15-11 to 60-30-10 split over 3 years
- ▶ Reduce retailer dependency
- ▶ Improve overall margin profile



Q10. DIVISION BEST SELLERS



Top 3 products by quantity in EACH division.

PARTITION BY division

N & S

1. Pen Drive
2. Mouse
3. WiFi

P & A

1. Mouse
2. Keyboard
3. Holder

PC

1. Digitizer
2. Notebook
3. Desktop

```
RANK() OVER (
    PARTITION BY division
    ORDER BY total_sold_quantity DESC
) AS rank_order
...
WHERE rank_order <= 3;
```



```

1 •  SELECT *
2   FROM (
3     SELECT
4       p.division,
5       s.product_code,
6       p.product,
7       SUM(s.sold_quantity) AS total_sold_quantity,
8       RANK() OVER (PARTITION BY p.division ORDER BY
9                     SUM(s.sold_quantity) DESC) AS rank_order
10    FROM fact_sales_monthly s
11   JOIN dim_product p ON s.product_code = p.product_code
12  WHERE s.fiscal_year = 2021
13  GROUP BY p.division, s.product_code, p.product
14 ) ranked
15 WHERE rank_order <= 3

```

Result Grid | Filter Rows: [] | Export: [] | Wrap Cell Content:

division	product_code	product	total_sold_quantity	rank_order
N & S	A6720160103	AQ Pen Drive 2 IN 1	701373	1
N & S	A6818160202	AQ Pen Drive DRC	688003	2
N & S	A6819160203	AQ Pen Drive DRC	676245	3
P & A	A2319150302	AQ Gamers Ms	428498	1
P & A	A2520150501	AQ Maxima Ms	419865	2
P & A	A2520150504	AQ Maxima Ms	419471	3
PC	A4218110202	AQ Digit	17434	1
PC	A4319110306	AQ Velocity	17280	2
PC	A4218110208	AQ Digit	17275	3

Key Insights

1. N & S Division - Clear Winner

- Top product: **701K** units (100 higher than PC division)
- All 3 products are Pen Drives → strong product-market fit.
- Dominates with 670% **701K** units per product.



2. P & A Division - Moderate Performance

- Top products **728K** units
- Mouse products (Gamers Ms, Maxima Ms)
- 40% lower volume than N & S



3. PC Division - Urgent

- N & S heavily dependent on Pen Drive category
- Limited product diversification within divisions



4. Product Concentration Risk

- N & S heavily dependent on Pen Drive category
- Limited product diversification within divisions

Recommendations

N & S Division

- Maintain Pen Drive leadership.
- Leverage success into related accessories.
- Export this winning formula to other markets.



P & A Division

- Scale up Gamers/Maxima Ms production
- Competitive position but needs volume growth



P & A Division

- Scale up Gamers/Maxima Ms production

PC Division - URGENT

- Investigate why volumes are 40x lower
- Review pricing, distribution, product-market fit



THANKS FOR WATCHING

Canva presentation design

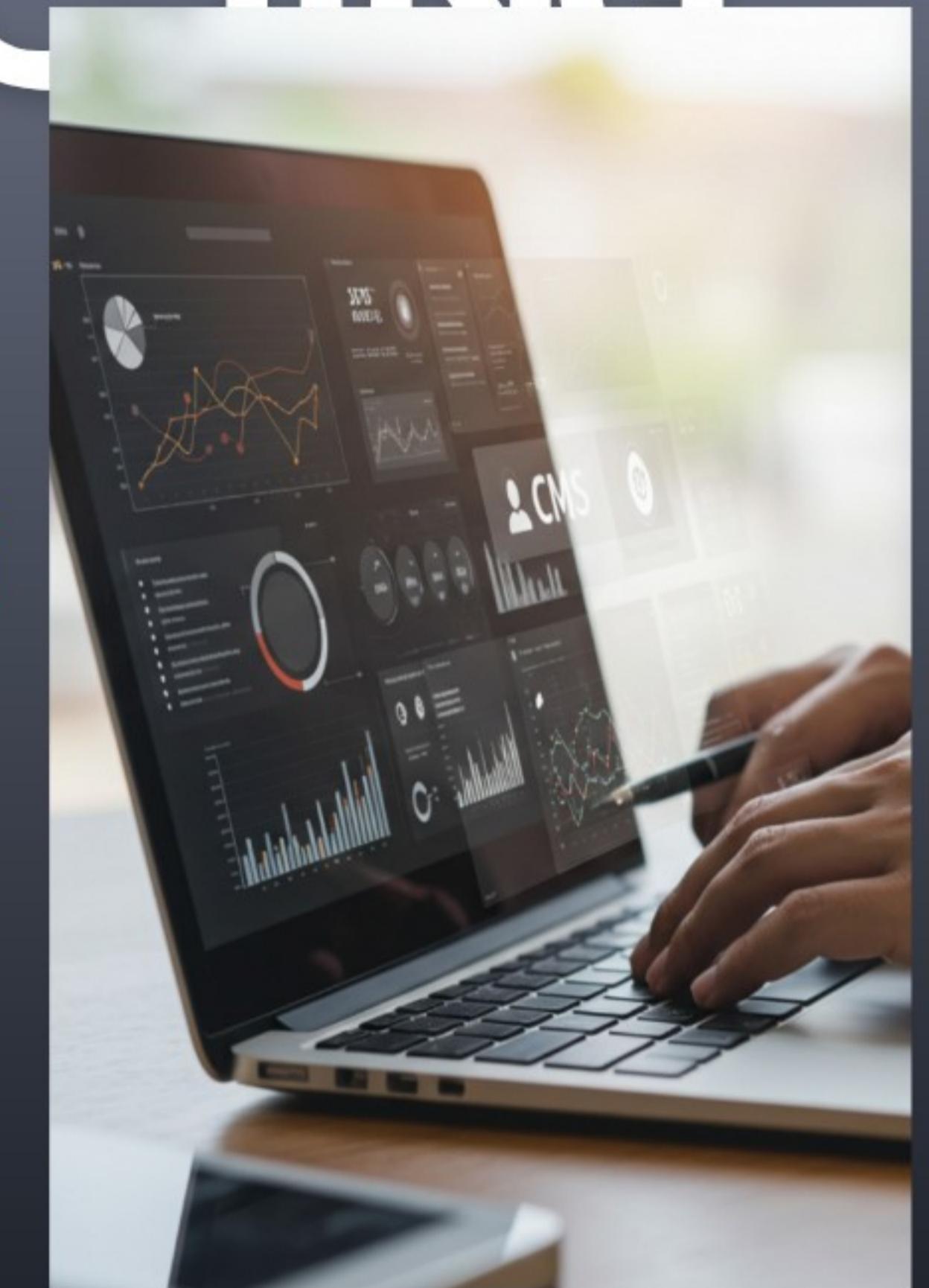


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Data logic converts raw rows into business strategy. The power lies not just in the data, but in how we query it.